

Pho

**Vietnamese
Street Food**





Our story

Pho is a Vietnamese street food restaurant founded by husband and wife team Stephen and Jules Wall in 2005.

The couple were inspired to open the UK's first speciality pho restaurant after quitting their jobs, travelling around the world, and falling in love with Vietnam and its national dish, pho. 18 years on they've seen their tiny restaurant in Clerkenwell pave the way for a group of restaurants all around the UK.

Stephen and Jules are as involved today as they ever were, ensuring Pho never loses sight of their

original values, especially our passion for amazing quality, freshly prepared food.

We believe our signature dish, pho, is much more than a bowl of noodle soup, it's an obsession - the soul of a nation. At Pho we're continually on a mission to spread this pho obsession by building a group of individual restaurants that are the best they can be in every single way.



Our customers

Our customer base has developed massively as we've grown. From our original core 25 to 40 year old customer base in London we now serve people of all ages and types.

Our customers now range from 5 to 75 years of age and from every walk of life - from shoppers in Westfield to commuters in Birmingham Grand Central,

locals in Bristol Corn Street, students in Exeter to families in Cardiff, tourists in Edinburgh St James or office workers in Soho and beyond.

We appeal to all dining occasions. Pho everyone as we say.



Our food

Our menu has wide appeal, and we continue to prepare and cook all our food daily on site, which we believe is more important than ever to our customers. We believe there are very few restaurant groups that do this.

We of course specialise in the national dish of Vietnam, pho, a nutritious and aromatic rice noodle soup. The rest of our menu consists of Vietnamese only dishes including a wide selection of small plates and starters, salads, wok-fried noodles, curries and other rice dishes.

Vietnamese food is largely light, simple and healthy with an emphasis on adapting flavours to personal taste. It's also naturally gluten free (we're accredited by Coeliac UK) and almost half our menu is naturally vegan.

We also have a popular children's menu, which features classic dishes like pho and wok-fried rice.





Our drinks

Drinks aren't an after thought and just like we do with our food, we aim to cater for a wide and varied range of tastes.

Our coffee, imported from Vietnam, is served with sweet condensed milk staying true to the way things are done in Vietnam. We serve it both hot and cold.

Diners with health in mind can opt for one of our fresh juices, squeezed and made to order.

Our alcoholic drinks offering is extensive, including Vietnamese beers, wines and our popular cocktails including our signature Phojito.

To ensure all guests have something to enjoy, we also serve alcohol free beer and cocktails, as well as gluten free lager.



Our menu



Starters & Sides : món khai vị

Crispy spring rolls* Chả giò served with lettuce & herbs to wrap & dip vg - choice of nước chấm or peanut sauce	veggie 6.75 pork 6.95
Summer rolls Gỏi cuốn fresh rice paper rolls with herbs, vermicelli & pickle vg - choice of nước chấm or peanut sauce	veggie 6.25 chicken 6.50 THIS isn't chicken 6.50 prawn 6.75
Spicy salad rolls Cuốn diếp chay with enoki, chilli & herbs (low-carb) vg - choice of nước chấm or peanut sauce	5.95
Chicken wings Cánh gà seasoned, crispy chicken wings with sriracha	7.95
Pork & lemongrass meatballs Nem nướng served with lettuce & herbs to wrap & dip - choice of nước chấm or peanut sauce	7.50
Baby squid Mực chiên giòn tender fried baby squid with a salt, pepper & lime dip	7.95
Seafood spring roll* Nem hải sản large crispy spring roll of king prawn, crab & pork with nước chấm dipping sauce	6.50
Beef betel Bò lá lốt beef wrapped in betel leaves, with rice vermicelli sheets & nước chấm	7.95
Vietnamese pancake Bánh xèo savoury crispy pancake with rice papers & herbs vg (evening only)	tofu 8.75 THIS isn't chicken 8.95 chicken & prawn 8.95
Lotus stems Gỏi ngó sen with green bean vg	veggie 6.95 chicken & prawn 7.95
Morning Glory Rau muống xào stir fried morning glory (water spinach) in garlic, with or without fresh red chillies vg	classic 5.95 spicy 5.95
Stir fried Chinese leaf Cải thảo xào in soy sauce, with or without fresh red chillies vg	classic 4.95 spicy 4.95

Vietnamese salads : gỏi

Chicken salad Gỏi gà shredded chicken salad with Asian herbs, peppers & a chilli ginger dressing	9.95
Veggie salad Gỏi chay as above minus the chicken vg	veggie 8.95 THIS isn't chicken 10.50
Green papaya salad Gỏi đu đủ crunchy green papaya salad with peanuts & prawn crackers vg	chicken 10.50 THIS isn't chicken 10.95 king prawn 11.50
Mango salad Gỏi xoài spicy green mango salad topped with pork, dried shrimp & peanuts - slightly smaller portion, ideal as a side or starter	8.50

Vietnamese noodle soup : phở

Phở (pronounced fuh) is the Vietnamese national dish; an aromatic, healthy & delicious rice noodle soup served with a side plate of fresh herbs to add as you please. The addition of these herbs & table condiments is an essential part of eating phở & adds another dimension to the dish. We think it's the best noodle soup in the world!

Classics

Beef brisket Phở chín - tender beef brisket slow cooked in our broth	11.25
Steak Phở tái - thinly sliced steak	11.25
Steak with garlic Phở tái lăn - flash fried steak (Hanoi style)	11.50
Beef combo Phở bò combo - steak, brisket & meatballs	11.95
Chicken Phở gà - breast meat in chicken broth	10.95
King prawns Phở tôm - chicken or veg broth	11.75
Tofu & button mushrooms Phở chay vg - chicken or veg broth	10.75
3 Mushrooms Phở nấm rơm - enoki, shiitake & button mushroom vg - chicken or veg broth	10.95

Hot & spicy soups - served with phở or bún noodles

Hot & spicy chicken Bún gà Huế	11.50
Hot & spicy beef brisket Bún bò Huế - with a chilli shrimp paste	11.75
Hot & spicy king prawn Bún tôm Huế	12.25
Hot & spicy THIS isn't chicken Bún gà chay Huế vg	11.95
Hot & spicy tofu & mushroom Bún chay Huế vg	11.25
Hot & spicy 3 mushrooms Bún nấm rơm Huế - with pak choy vg	11.25

House specials

'Super Green' - morning glory, green beans, pak choy, fresh lime & Thai basil in veggie broth vg	10.75
'Spicy Green' - chicken, THIS isn't chicken or tofu, morning glory, green beans, pak choy, fresh lime & Thai basil in spicy veggie broth vg	11.95
Brisket & mushroom Phở bò nấm trụng brisket, enoki & button mushrooms, creamy egg yolk, in beef broth	12.25
Crab noodle soup Bún riêu - a Hanoi classic; vermicelli noodles in a rich tomato & crab broth with wafer thin steak & tofu, topped with fried shallots	12.50
Phở house Phở đặc biệt - king prawns, chicken & flash fried steak with garlic in beef broth. 25p donated to the Christina Noble Children's Foundation in Vietnam	12.95

+ Extra toppings

tofu / button mushrooms / creamy egg yolk / pak choy / mange tout / green beans	1.25
chicken / steak / brisket / beef meatballs / 3 mushrooms (enoki, shiitake & button) / king prawns	1.95

Curry noodle soup

the marriage of our classic Vietnamese curry & a steaming bowl of noodle soup. Topped with a fresh herb salad & slices of red chilli. Served with phở or bún noodles

beef brisket	11.95	THIS isn't chicken vg	12.25
chicken	11.75	tofu & mushroom vg	11.50
king prawn	12.50	3 Mushroom vg	11.50

Every product in every dish we serve is made right here on site from ingredients delivered daily. No central kitchen - just real cooking. As each dish is cooked to order, variations do occur and calorie values may slightly differ. *please note these items are not gluten-free - see reverse. **vg** - vegan options available.

Curry : cà-rì

topped with peanuts. Served with a choice of broken or cauliflower rice

Classic

rich, fragrant Vietnamese curry, with veggies & mushrooms

chicken	12.50	tofu vg	12.50
beef brisket	12.95	THIS isn't chicken vg	13.25
king prawn	13.50		

Spicy

spicy Vietnamese curry with fresh red chillies & betel leaf

chicken	12.95	tofu vg	12.95
beef brisket	13.50	THIS isn't chicken vg	13.75
king prawn	13.95		

Rice bowls : món cơm

a choice of rice topped with wok-fried Chinese leaf, radish, cucumber & pickles, finished with peanuts, herbs & fresh chillies

char-grilled chicken thigh	11.50	3 meat combo	12.50
crispy beef in betel leaf	11.50	tofu & veg vg	10.75
char-grilled pork	11.75	THIS isn't chicken & veg vg	11.95

+ with broken rice - + with cauliflower rice 1.00

Wok fried rice : cơm chiên

aromatic, spicy wok-fried broken rice. + Add a fried egg for 1.25p

chicken & dried shrimp	10.75	shiitake & Thai basil vg	10.25
THIS isn't chicken vg	11.50		

Wok fried noodles : phở xào

wok-fried flat rice noodles with lemongrass, chilli and Asian greens. Served with peanuts & nước chấm. **vg** dish served with nước chấm chay.

chicken	10.75	tofu & mushroom vg	10.50
beef	10.95	THIS isn't chicken vg	11.25
chicken & prawn	10.95		

Vermicelli noodles : bún

vermicelli rice noodles with a lemongrass & chilli wok-fried topping. Served with fresh herbs, bean sprouts, veggie spring roll* & peanuts. Noodles served at room temp just like in Vietnam.

chicken	10.95	tofu & mushroom vg	10.75
beef	10.95	veggie spring rolls* vg	10.95
king prawn	11.95	THIS isn't chicken vg	11.25
nem nuong pork balls	10.75		

Prawn or 'Prawnless' crackers **vg**

Bánh phồng tôm | Bánh phồng chay with sweet chilli sauce 3.50

Beer & Cider

Bia Hà Nội	4.50
Saigon	4.50
Beer Lao (normal or big)	4.50 / 7.50
Beavertown Neck Oil IPA	5.25
Beavertown Gamma Ray American Pale Ale	5.50
Peacock Apple Cider	5.95
Daura Damm (gluten free)	5.25
Freestar 0,5% Lager (low alcohol & gluten free)	5.25

Wine & sparkling

125ml / bottle

	5.95 / 28.95
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175ml / 250ml / bottle

	5.50 / 6.95 / 18.50
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	6.25 / 7.95 / 22.50
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	6.25 / 7.95 / 22.50
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	7.25 / 9.25 / 26.00
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	26.50
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	6.50 / 8.25 / 22.95
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	6.75 / 8.75 / 24.50
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	5.50 / 6.95 / 18.50
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	6.50 / 8.25 / 23.50
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	6.75 / 8.50 / 24.50
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	125ml house wine
	6.25

	6.25
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Cocktails

Phojito - our signature cocktail; white rum, mint, lime & soda	7.95
Spicy Lychee Margarita vg - Tequila, fresh lime juice, lychee syrup & Thai chillies	
Lemon & Basil Martini - Hà Nội vodka, homemade lemonade & Thai basil	
Hà Nội Mule - Hà Nội vodka, freshly juiced apple, ginger, mint & lime	
Prickly Pear Punch vg - Havana club rum, freshly juiced pear, ginger & lemon	
Cà phê Martini - Hà Nội vodka, iced Vietnamese coffee & condensed milk	
Pride Punch - Havana club rum, passionfruit liquor, fresh apple juice & muddled lime. 50p will be donated to Stonewall	

Booze-Free

Nojito - muddled lime & mint, homemade lemonade & soda, shaken & served over crushed ice, garnished with fresh mint	4.95
Negroni spritz fizzy, fruity and full of flavour. Handmade by Square Root	4.95
"Gin" & Tonic a classic, made from scratch by Square Root	4.95

Gin & tonic

Tanqueray & Fever-Tree tonic	
Single (25ml)	6.25
Double (50ml)	7.95

Vodka

Vodka Hà Nội & Fever-Tree tonic	
Single (25ml)	5.50
Double (50ml)	7.50
Vodka Hà Nội, lime & soda (50ml)	7.75
Vodka Hà Nội with lemonade (50ml)	7.75

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GF The majority of items on this menu are gluten-free, as accredited by Coeliac UK. *please note these items are not gluten-free - Chả giò (spring rolls), Nem Hải Sản, hoisin sauce & the beers. Bún dishes can be ordered without spring roll on request. The vast majority of our menu is also egg & dairy free. Not all dish ingredients are listed & all dishes could contain traces of peanuts.

THIS isn't chicken is a plant based meat substitute made from pea & soy, not gluten, fortified with vitamin B12 & iron. If you have an allergy, please make staff aware of it & request & read our detailed allergen information.

We are in partnership with WW / WeightWatchers. Find the PersonalPoints™ for each dish on our website or in the WW app.

For information regarding our service charge policy please ask a member of staff, a manager or see your receipt.

Fresh veggie & fruit juices

all made to order sm / lg 3.95 / 4.95

Apple, mint & lime with or without ginger	
Beetroot, carrot & apple with or without ginger	
Coconut, pineapple & apple	
Carrot, apple & ginger	
Kale, apple, pineapple & lime	
Pineapple, apple & mint	
Spinach, cucumber, pear & lemon (green detox)	
Courgette, spinach, apple & parsley vg	
Pineapple, spinach, cucumber & apple vg	
Orange, carrot & ginger vg	
Apple & orange	

Coconut water

Straight, over ice	3.25
with Fresh pineapple juice	3.95

Lemonade & soft drinks

Homemade lemonade	3.95
Spicy lemonade with ginger & fresh mint	3.95
Green tea lemonade	3.95
Coke, Fanta Orange	3.20
Diet Coke, Sprite Zero	2.95
Mineral Water - still or sparkling (sm/lg)	2.50 / 4.50

Teas

Flower teas - fragrant jasmine, green or yulan tea balls	3.25
Tea pigs bags - green, camomile, mint	2.50
Fresh mint tea	2.25
Fresh lemongrass tea	2.25
Iced tea	2.95

Vietnamese coffee

Cà phê - rich Vietnamese coffee from Caphe VN served black or with condensed milk 10p donated to the Christina Noble Children's Foundation in Vietnam	3.60
Cà phê sữa đá iced coffee with / without condensed milk	3.60

OUR CHARITY PARTNERS

Christina Noble Children's Foundation CNCF is a British charity operating in Vietnam, working to alleviate child poverty and suffering by providing crucial, grassroots humanitarian services to highly vulnerable communities.

Stonewall Stonewall is a LGBTQ+ rights charity in the United Kingdom. We fully support their work towards freedom, equity and potential for everyone.



Our kids menu



KidsMenu

meal and a drink £5.95

Noodles

Wok-fried noodles
Flat rice noodles with a choice of **chicken, beef or tofu & mushroom**
232 / 257 / 341 kcal

Bún noodles
Round rice noodles (like spaghetti) with a lemongrass wok-fried topping, fresh herbs, beansprouts & peanuts
with chicken, pork balls or veggie spring roll*
206 / 252 / 94 kcal

Baby Bún noodles (toddlers under the age of 2)
Picking plate of plain round rice noodles, sliced chicken breast, cucumber, cherry tomatoes & radish, prawn crackers & a sweet dipping sauce
262 kcal

Noodle Soup

Mini phở
Flat rice noodles in homemade broth topped with spring onion (can be omitted)
chicken breast in chicken broth 296 kcal
steak &/or brisket in beef broth 281 kcal
tofu & mushrooms in veggie broth 312 kcal

Rice

Wok-fried rice with egg
plain, chicken or tofu 582 / 585 / 578 kcal

Chicken Ca-ri

Vietnamese curry with chicken, veggies & mushrooms, served with steamed rice 532 kcal

Skewers

Homemade pork meatballs
served with steamed rice, raw veggies, prawn crackers & peanut sauce 420 kcal

Battered chicken nuggets*
served with steamed rice, raw veggies, prawn crackers & a sweet fish sauce 485 kcal

Drinks

Freshly squeezed juices:
apple 50 kcal
orange 50 kcal
apple, mint & lime 50 kcal

Or a choice of:
Homemade lemonade 60 kcal
coconut water 20 kcal
fizzy water

Desserts

Ice cream or sorbet (one scoop) 141 kcal - £1
Banana fritter 121 kcal - £1
Whole piece of fruit: **apple or banana** - 50p

 Kids menu available for children aged 12 & under.
All of this menu is gluten free as accredited by Coeliac UK.
***Please note:** these items are not gluten free - spring rolls & chicken nuggets.*
Not all ingredients are listed & all dishes could contain traces of peanuts. Please ask staff for allergen details.





Our restaurants

One of the key strengths of Pho down the years has been our ability to make very different styles of sites and footprints work. We've proven to be pretty adaptable.

- We have a blend of sites across our estate with some very compact sites in Central London ranging to 5,000 sq ft in Manchester.
- We can trade multi-level sites with a main ground floor trading area and ancillary back of house accommodation at another level.
- We've got experience in very high volume units such as our kiosks in Westfield London & Stratford where we are continually top performers.
- We're versatile in our trading environments - we trade in 'grade A' shopping centres, stations, suburbs, High St City Centres and have recently opened in Canary Wharf.





Our restaurants

Our expansion strategy has been a case of considered growth since we first opened.

We're not afraid to go our own way and look at the less trodden path where we believe a market for Pho exists, demonstrated by recent openings in Lincoln and Bournemouth, both of which are performing very well.

Our latest opening is a 1,200 sf high volume site in Jubilee Place, Canary Wharf. We've introduced ordering technology at this site to cater for the large demand for grab and go, in addition to high eat in and delivery demand.

Takeaway - Pho to Go- has always been popular and was the first thing we ever sold in 2005. Over the last few years the delivery side of our business has grown, especially during the pandemic, and fortunately our food travels well.





Our design

Our restaurants are individually designed by Stephen alongside Neil Mastors (Cantor Mastors), taking inspiration from Vietnam, whilst including nods to the local area, too.

As we've grown in recent years, mainly with openings outside of London, our look and feel has continued to develop. Recent openings such as our Nottingham site in Hockley, Royal William Yard (Plymouth) and York are designed to complement the fantastic spaces they're in.

Several of our restaurants feature work by Julian Hanshaw, an award-winning illustrator and Leimai Lemaow, a renowned artist, who creates unique artwork in a number of our restaurants which ties itself to the local community - bringing together a taste of Vietnam with a touch of the local town or city.

No two restaurants look the same.



Our sites

Balham

Ealing

Oxford

Battersea Rise

Edinburgh

Plymouth

Birmingham

Exeter

Portsmouth

Bournemouth

Guildford

Reading

Brighton

Islington

Sheffield

Bristol

Kingston

Soho

Cambridge

Leeds

Spitalfields

Canary Wharf

Leicester

St. Pauls

Cardiff

Lincoln

Westfield

Cheltenham

Liverpool

Stratford

Chiswick

Manchester

Westfield

Covent Garden

Nottingham

White City

Wimbledon

York



Community

Though we don't make a huge deal about it externally, community and CSR is a very big deal to us at Pho, from the founders down to the team on the floor in our kitchens.

We have some key charity partners we are committed to on a long term basis, as well as working ad-hoc to support various local needs:

The Christina Noble Children's Foundation is a charity that supports children in Vietnam.

We donate 10p from every coffee sale and 25p from every Pho House to them.

Stonewall is a charity that supports the LGBTQ+ community around the UK. We donate 50p from every Pride Punch sold to them.

Only A Pavement Away help homeless people find accommodate and return to work. Over Christmas 2022 we fundraised for them through a special limited edition cocktail, donating 50p from each sale of it to them.

Elsewhere we are always saying yes to various ad-hoc community and charity campaigns, whether that is donating prizes to local school raffles, or sponsoring local football teams shirts.



Information

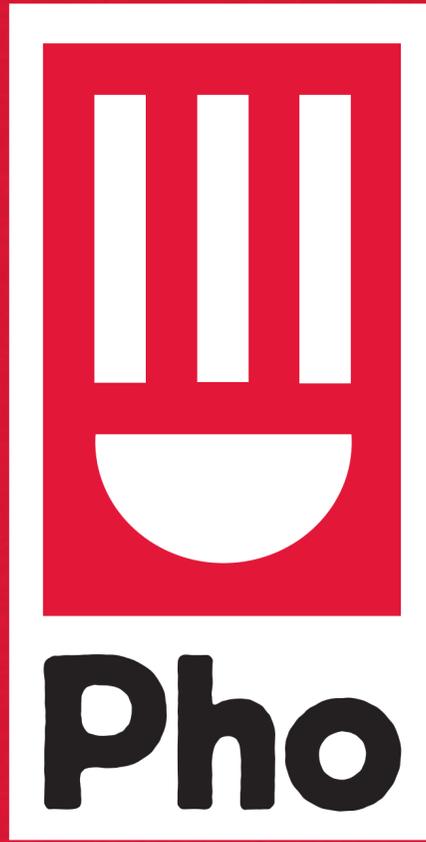
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